

FAQs about the Gerrard Corporation Proposal Development of the Beebe Property

Who are we?

The Gerrard Corporation has been a family-owned business for 70 years. Our portfolio includes the development and management of property throughout the Midwest and includes over 2,135 housing units across seven states. Our properties range from as small as eight units to as large as 120 units. We have recently completed and/or have projects under construction in Hudson, North Hudson, River Falls, and La Crosse, among other communities.



What is our management philosophy?

The Gerrard Corporation philosophy is to be a good neighbor. We work with local officials and businesses to create a facility that fits with the personality and needs of the community. We have already been in contact with several of the business owners surrounding the Beebe building, and have hired an architect to design a building that will fit into the New Richmond downtown area. Our buildings are managed by a caretaker/manager and are available for issues 24 hours a day.

Why are we interested in New Richmond for this project?

We have been interested in New Richmond for several years and when this opportunity arose, it fit well with our experience and portfolio.

What is our proposal?

Our plan is to develop and manage a new senior housing apartment complex. The facility would consist of over 40 housing units for ages 55 or better, with several amenities and community space, as well as on-site parking. This plan would require a "clean site" via the demolition of the entire existing Beebe Building.

This facility will be a new landmark on New Richmond's main street that is intended to fit favorably with activity and persona of the downtown. The size, scale, exterior finishes, and landscaping will be tastefully done to reinforce the vitality of the existing downtown.



Preliminary Concept

How would I apply and qualify to live here?

A website will be established for this development project, individuals seeking interest would be able to view the development project and listed amenities and floor plans that we offer. These amenities will be listed for both the interior apartments and common areas. As part of this website, an application and screening process will be available. As a 55 or better housing unit, there are guidelines for all applicants ensuring a quiet enjoyment of this facility for all who live there. Rents are expected to range from \$525 to \$1,250 per month.

Will there be any commercial space in the new building?

Currently we do not have commercial space included in this development; however, we are open to exploring options.

What is our approach to designing the new building?

We look forward to working with the City of New Richmond on design and the overall look of the building. We believe what we have proposed as a preliminary concept complements the downtown core and businesses in New Richmond.

What is our proposed project timeline?

Upon project approval, we look to break ground in the spring of 2021 with occupancy in the spring of 2022.